

**ABSTRACT**

A package (20) of articles comprises a bottom panel (24), and a top panel (26). The top panel is operatively positioned and joined with the bottom panel (24) to provide a closed package. The top panel (26) is appointed to face toward a user, and a plurality of personal care articles (22) are contained in the package (20). The package (20) includes an opening mechanism (34) which provides access to the articles (22), and each article includes a liquid-permeable topsheet layer (36), and a backsheet layer (38). A data layer (42) is operatively joined to the article (22), and is intended to be selectively repositioned prior to using the article, to enable full functionality of the article. Data indicia (44) are located on the data layer (42) and configured to communicate a message to the user. The message can be related to at least one of motivating the user, entertaining the user, educating the user, and inspiring the user. Each article (22) is positioned in the package (20) with its data layer (42) arranged to face toward the user when the article (22) is first presented to the user upon removal through the opening mechanism (34).